CZECH NEWS CENTER

ONLINE PORTFOLIO

2020

NUMBER OF REAL USERS BY PLATFORM

	7 602 272
8 000 000	
	5 785 444
	4 983 396
6 000 000	4 462 414
4 000 000	
2 000 000	1 198 513
0	
	RU TOTAL	RU PC	RU Mobile	RU PC Home	RU PC Work
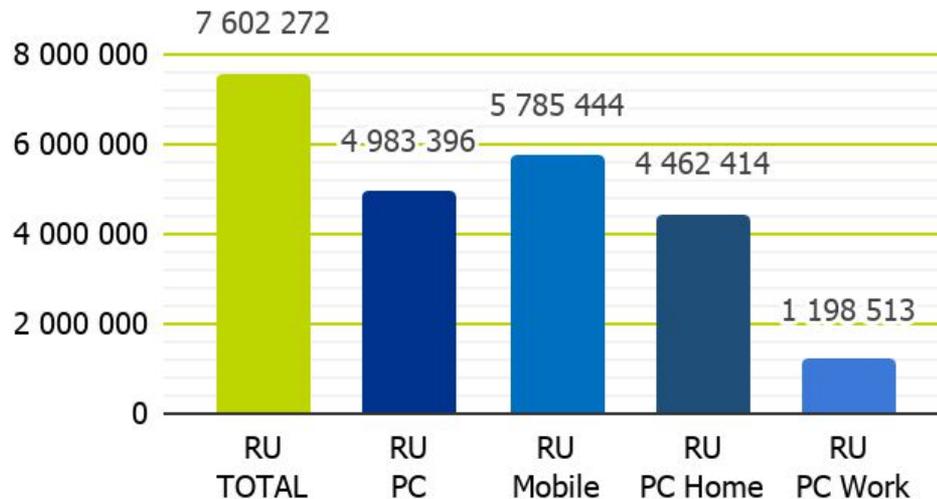
CZECH NEWS CENTER a. s. Is one of the most powerful media houses on the Czech market, reaching almost 3.5 million readers and almost 7 million internet visitors. Tens of thousands of other users use digital products, CNC applications and attend our events. CNC titles are regularly placed in the charts of the most popular magazines.

Other successful projects include BLESK mobil - the strongest virtual operator in the country, BLESK wallet - the first rechargeable payment card in the Czech Republic and BLESK energy - an economical gas and electricity supplier. The company also operates printers called CZECH PRINT CENTER a.s.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

OUR AND REPRESENTED WEB SITES I

Blesk.cz	Blesk.cz /zpravy	E15.cz	info.cz	Finexpert.cz	Reflex.cz	Ahaonline.cz

Zeny.cz	Mojezdravi.cz	Maminka.cz	Supermamy.cz	Mimibazar.cz	Dama.cz	Recepty.cz	Bleskprozeny.cz

OUR AND REPRESENTED WEB SITES II

iSport.cz	Fitweb.cz	Sparta.cz	Auto.cz	Autorevue.cz	F1Sport.cz	MotoGPSport.cz

Hokej.cz	Nhl.cz	Zive.cz	Mobilmania.cz	Doupě.cz	DIGIarena.cz	AVMania.cz	Connect.cz

OUR AND REPRESENTED WEB SITES III

Bleskbydleni.cz

Abecedazahrady.cz

Extra.cz

Extralife.cz

G.cz

Extrastory.cz

Onetv.cz

Lifee.cz

Lideazeme.cz

Abicko.cz

Hledejceny.cz

Orbion.cz
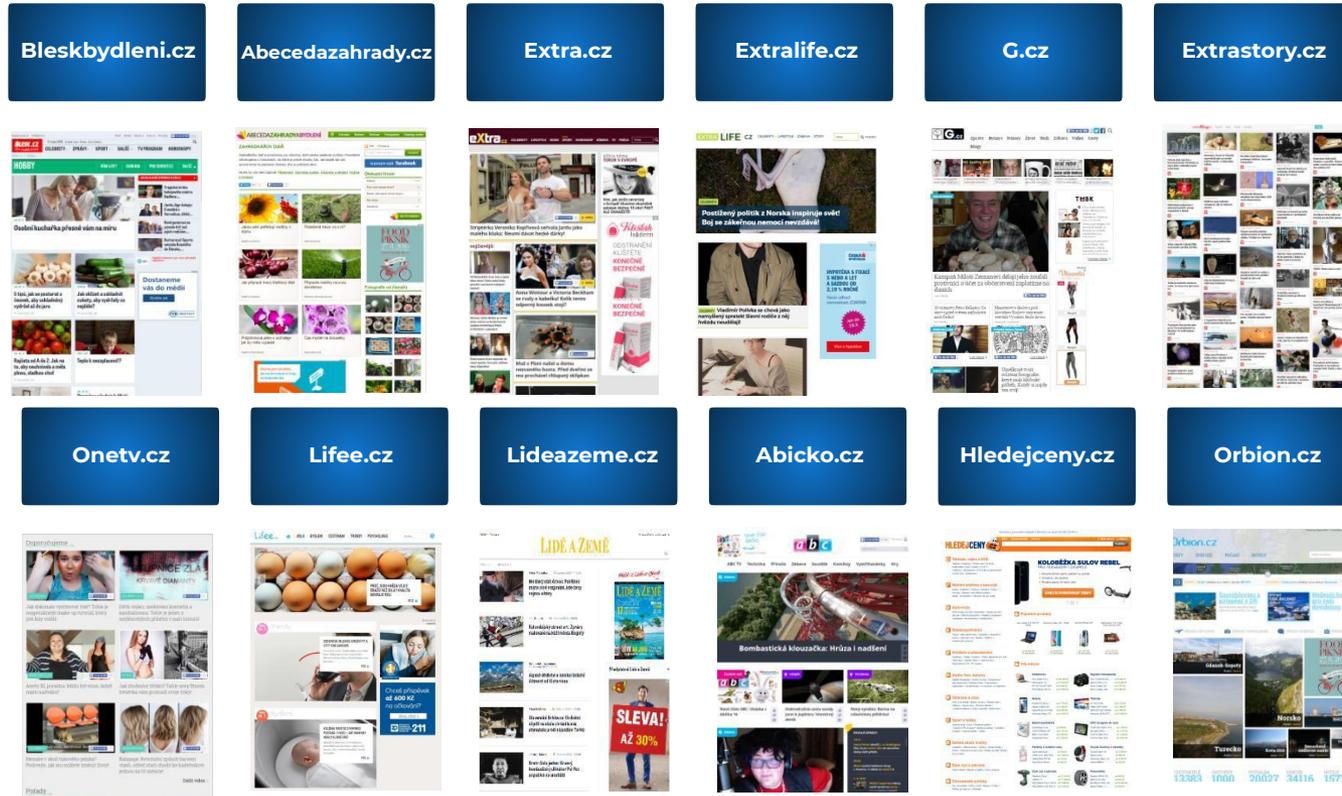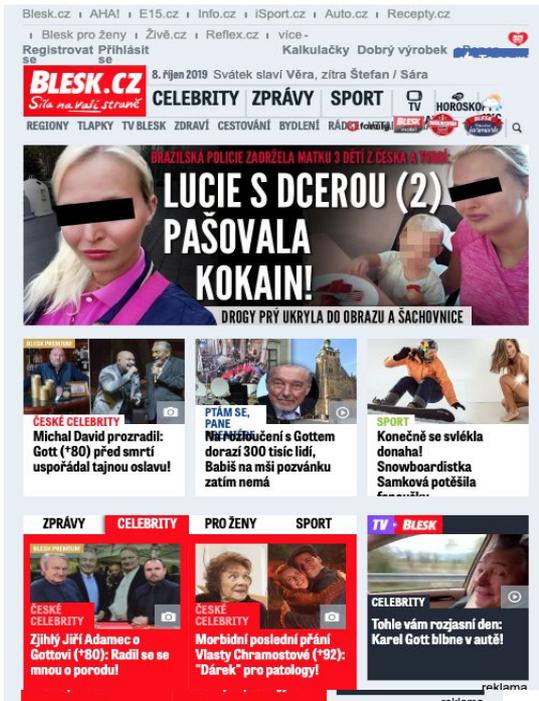
Blesk.cz. it is no longer just about lifestyle topics, but within the Czech News Center / Active portfolio, it is the largest news site offering the latest news from society, sports and culture, in addition to current domestic, regional and foreign news. There is not missing law and economic service. In addition, the Blesk TV section delivers exclusive video content full of news, cultural and social information.

Number of visits
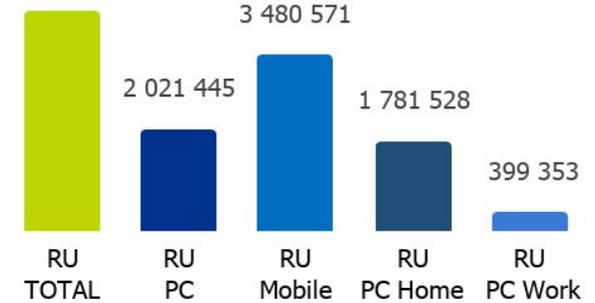
4 357 806 RU/month

309 529 556 PV/month

2 021 445 RU/month - PC

3 480 571 RU/month - mobile d.

1 781 528 RU/month PC Home.

399 353 RU/month PC Work

Sociodemography (PC):

Age 20 – 49: 53,0%

Schools: 63,0%

Salary over 25 000 Kč: 55,0%

Social Classification ABC: 66,0%

Reader structure (PC) by gender:

Men: 52,0%

Women: 48,0%

Sociodemography (Mobiles):

Age 20 – 49: 67,0%

Schools: 62,0%

Salary over 25 000 Kč: 56,0%

Social Classification ABC: 55,0%

Reader structure (Mobiles) by gender:

Men: 46,0%

Women: 54,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

Blesk NEWS is the largest news section of the Blesk.cz website. It is a portal focused primarily on political, economic and social events in the Czech Republic and the world. You can also find comments, analyzes and the Weather section.
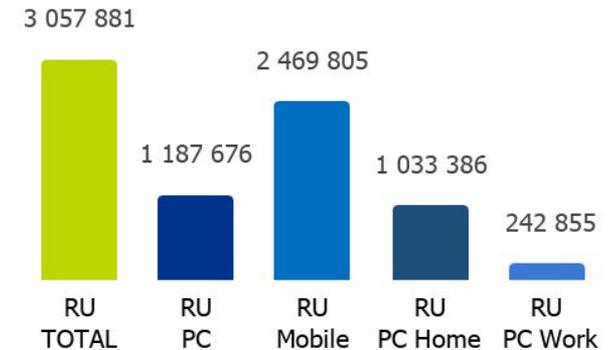
Number of visits

3 057 881 RU/month

87 629 428 PV/month

1 187 676 RU/month - PC

2 469 805 RU/month - mobile d.

1 033 386 RU/month PC Home.

242 855 RU/month PC Work

RU TOTAL	RU PC	RU Mobile	RU PC Home	RU PC Work
3 057 881	1 187 676	2 469 805	1 033 386	242 855

Sociodemography (PC):

Age 20 – 49: 50,0%

Schools: 65,0%

Salary over 25 000 Kč: 54,0%

Social Classification ABC: 67,0%

Sociodemography (Mobiles):

Age 20 – 49: 65,0%

Schools: 63,0%

Salary over 25 000 Kč: 56,0%

Social Classification ABC: 54,0%

Reader structure (PC) by gender:

Men: 47,0%

Women: 53,0%

Reader structure (Mobiles) by gender:

Men: 42,0%

Women: 58,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

REFLEX

Number of visits

3 182 501 RU/month

28 429 252 PV/month

1 657 618 RU/month - PC

2 338 843 RU/month - mobile d.

1 033 386 RU/month PC Home.

394 066 RU/month PC Work

RU TOTAL	RU PC	RU Mobile	RU PC Home	RU PC Work
3 182 501	1 657 618	2 338 843	1 033 386	394 066
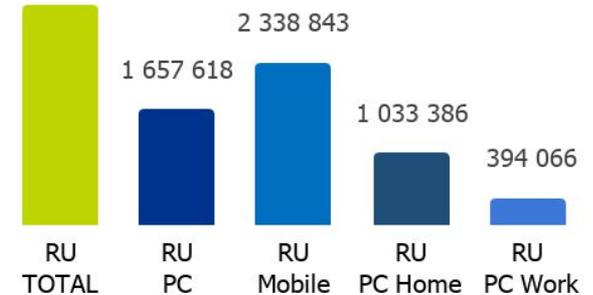
Sociodemography (PC):

Age 20 – 49: 51,0%

Schools: 68,0%

Salary over 25 000 Kč: 56,0%

Social Classification ABC: 67,0%

Reader structure (PC) by gender:

Men: 53,0%

Women: 47,0%

Sociodemography (Mobiles):

Age 20 – 49: 68,0%

Schools: 68,0%

Salary over 25 000 Kč: 62,0%

Social Classification ABC: 57,0%

Reader structure (Mobiles) by gender:

Men: 48,0%

Women: 52,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

Reflex.cz complements and expands the scope of the prestigious social weekly Reflex. The popular online version offers interesting facts and themes from both the world and home, viewed from an unusual point of view. There are both current insights of long-term authors and collaborators of the magazine, as well as space for journalistic hopes of the younger generation. The website also includes the Lidé a Země section inspired by its printed form.

E15.cz

Number of visits

1 546 519 RU/month

9 077 477 PV/month

661 546 RU/month - PC

1 078 702 RU/month - mobile d.

541 916 RU/month PC Home.

146 329 RU/month PC Work

Chart values:
- RU TOTAL: 1 546 519
- RU PC: 661 546
- RU Mobile: 1 078 702
- RU PC Home: 541 916
- RU PC Work: 146 329

E15.cz is one of the five largest websites in the Czech Republic focused exclusively on economics, finance and law. In addition, it brings daily news from the field of business, politics and technological news. The website also includes a FinExpert section, which focuses on finance in personal life.
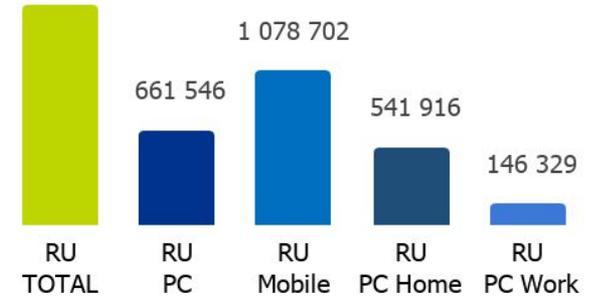
Sociodemography (PC):

Age 20 – 49: 61,0%

Schools: 71,0%

Salary over 25 000 Kč: 58,0%

Social Classification ABC: 71,0%

Reader structure (PC) by gender:

Men: 55,0%

Women: 45,0%

Sociodemography (Mobiles):

Age 20 – 49: 69,0%

Schools: 63,0%

Salary over 25 000 Kč: 60,0%

Social Classification ABC: 55,0%

Reader structure (Mobiles) by gender:

Men: 51,0%

Women: 49,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

INFO.CZ

Number of visits

2 168 616 RU/month

11 852 224 PV/month

1 143 382 RU/month - PC

1 469 826 RU/month - mobile d.

995 807 RU/month PC Home.

234 827 RU/month PC Work

Info.cz is the third largest news portal CNC, dedicated to the most important events not only in politics and business. It brings new insights, analyzes and comments that complement the standard news updates. Emphasis is placed not only on the content itself, but also visual processing, which is not similar to competing projects.
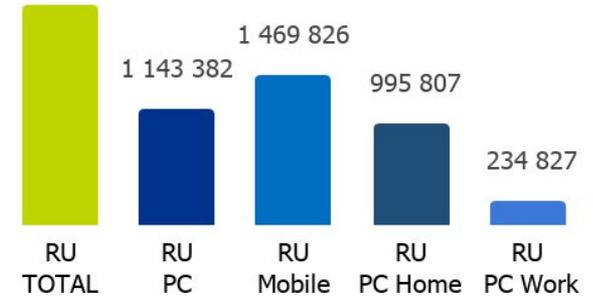
Sociodemography (PC):

Age 20 – 49: 46,0%

Schools: 67,0%

Salary over 25 000 Kč: 57,0%

Social Classification ABC: 67,0%

Reader structure (PC) by gender:

Men: 61,0%

Women: 39,0%

Sociodemography (Mobiles):

Age 20 – 49: 68,0%

Schools: 69,0%

Salary over 25 000 Kč: 64,0%

Social Classification ABC: 59,0%

Reader structure (Mobiles) by gender:

Men: 55,0%

Women: 45,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

Blesk.cz | AHA! | Recepty.cz | Dáma.cz | Maminka.cz | Ženy.cz | Orbion.cz | FITweb.cz | Info.cz | Reflex.cz | více

Registrovat se   Přihlásit se

BLESK pro ŽENY.cz

BRANKY, BODY, KOKOTI | TRENDY | HOROSKOPY | VIP | PŘÍBĚHY | LÁSKA A VZTAHY | RODINA | JAK ZHUBNOUT | ZDRAVÍ | RECEPTY | BYDLENÍ

TESTUJEME | BIO

VIDEO

Všechny lásky Karla Gota. Kterým ženám se navždy zapsal do života

DISKUZE NA DÁMA.CZ
33 příspěvků   Dámy-důchodkyně
24   SLOVNÍ FOTBÁLEK - 1slabičná
Více diskusí

Jedno sloveso, které dokonale definuje vaše znamení? Zjistěte to vaše!

ZE ŽIVOTA HVĚZD
Super vedlejšáky celebrit: Jaká je jejich druhá práce?

HOBBY
Dokonale uklizeno za pár minut? Ano! Vyhnout se ale musíte těmto chybám!

KOMERČNÍ SDĚLENÍ
Zažijte víc
Nakupování, výborné jídlo a skvělá zábava. Come

Reklama

LÁSKA A VZTAHY
BLESK PREMIUM
Radkin Honzák: Jak se vypořádat s šéfem nebo milencem, ze kterých se

KRÁSA

CVIČENÍ
TÉMA týdne
10 nejčastějších chyb při cvičení, které dělají skoro všichni. Vyhněte se jim!

Prozeny.blesk.cz is a lifestyle website for women with topics such as beauty, fashion, health, weight loss and VIP personalities. All this in the form of news, stories, photo galleries and videos. The site also includes unique sections such as horoskopy.blesk.cz, which offer the widest and most comprehensive astro offer with the possibility of individual access, popular portals such as recepty.cz, section blesk.cz/bydleni and a site dedicated primarily to family and children supermamy.maminka .cz

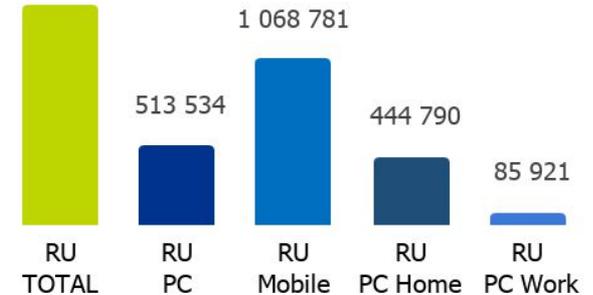**BLESK pro ŽENY.cz**

Number of visits

1 424 195 RU/month

22 210 479 PV/month

513 534 RU/month - PC

1 068 781 RU/month - mobile d.

444 790 RU/month PC Home.

85 921 RU/month PC Work

1 424 195

1 068 781

513 534

444 790

85 921

RU TOTAL | RU PC | RU Mobile | RU PC Home | RU PC Work

Sociodemography (PC):

Age 20 – 49: 52,0%

Schools: 67,0%

Salary over 25 000 Kč: 53,0%

Social Classification ABC: 66,0%

Reader structure (PC) by gender:

Men: 42,0%

Women: 58,0%

Sociodemography (Mobiles):

Age 20 – 49: 65,0%

Schools: 63,0%

Salary over 25 000 Kč: 52,0%

Social Classification ABC: 50,0%

Reader structure (Mobiles) by gender:

Men: 27,0%

Women: 73,0%

Super MÁMY   BLESK.CZ HOBBY

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

Dáma.cz

Discussion portal for women, one of the oldest Czech web magazines ever. The site is popular mainly because of its family atmosphere, which users maintain among themselves. It is the third largest women's magazine in the CNC portfolio. The portal also includes the Garden and Housing section, which is named abecedazahrady.dama.cz

Number of visits

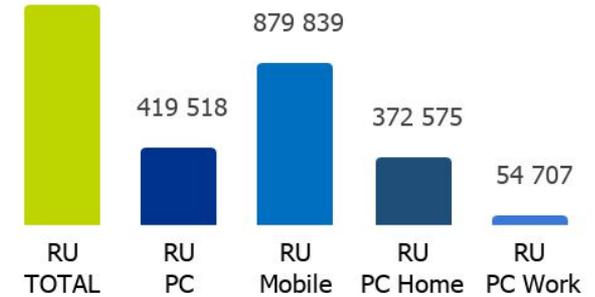**1 202 826 RU/month**

8 618 067 PV/month

419 518 RU/month - PC

879 839 RU/month - mobile d.

372 575 RU/month PC Home.

54 707 RU/month PC Work

|	
Sociodemography (PC):	**Sociodemography (Mobiles):**
Age 20 – 49: 49,0%	Age 20 – 49: 66,0%
Schools: 63,0%	Schools: 63,0%
Salary over 25 000 Kč: 54,0%	Salary over 25 000 Kč: 55,0%
Social Classification ABC: 65,0%	Social Classification ABC: 50,0%
Reader structure (PC) by gender:	**Reader structure (Mobiles) by gender:**
Men: 37,0%	Men: 35,0%
Women: 63,0%	Women: 65,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

ŽENY.cz
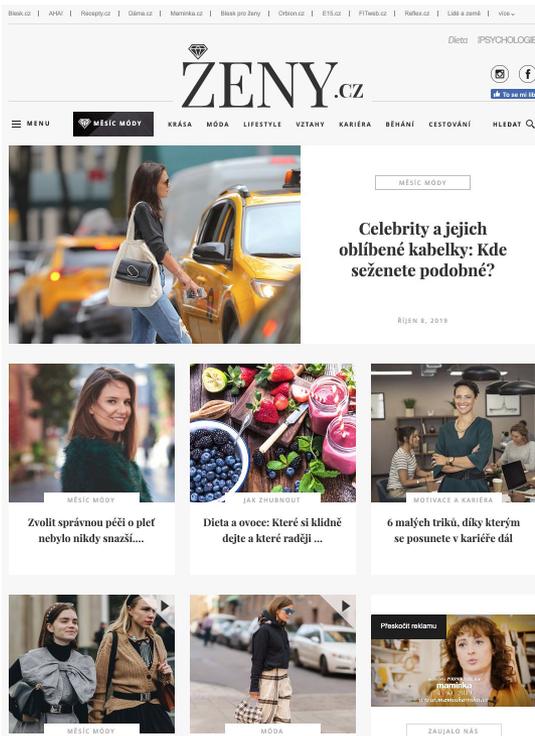
Lifestyle portal for women who are not afraid to move the world. Focused on lifestyle, beauty, fashion, design, career. It brings inspiration to its realization, active life and its fulfillment. You can also find selected articles from printed magazines Dieta and Moje Psychologie on the web.

MOJE PSYCHOLOGIE   Dieta
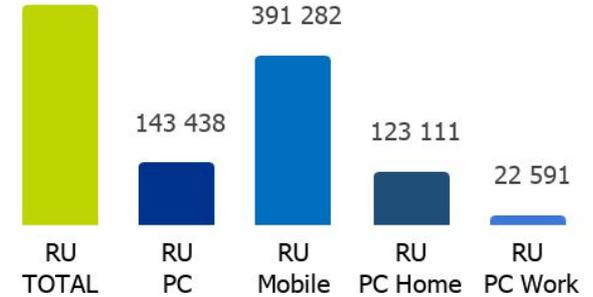
ŽENY.cz

Number of visits

509 736 RU/month

4 150 611 PV/month

143 438 RU/month - PC

391 282 RU/month - mobile d.

123 111 RU/month PC Home.

22 591 RU/month PC Work

509 736	143 438	391 282	123 111	22 591
RU TOTAL	RU PC	RU Mobile	RU PC Home	RU PC Work

Sociodemography (PC):	**Sociodemography (Mobiles):**
Age 20 – 49: 49,0%	Age 20 – 49: 66,0%
Schools: 70,0%	Schools: 63,0%
Salary over 25 000 Kč: 53,0%	Salary over 25 000 Kč: 55,0%
Social Classification ABC: 62,0%	Social Classification ABC: 50,0%

Reader structure (PC) by gender:	**Reader structure (Mobiles) by gender:**
Men: 31,0%	Men: 21,0%
Women: 69,0%	Women: 79,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

maminka.cz

Blesk.cz | AHA! | Recepty.cz | Blesk pro ženy | Dáma.cz | Ženy.cz | Horoskopy | Supermámy.cz | Reflex | Mojezdravi.cz | více ⌄

☰ Těhotenství Porod Děti Slavní rodiče Videa Diskuse Kalkulačky Testujeme 🔍

1. trimestr   2. trimestr   3. trimestr

Těhotenství   Novorozenec Kojenec

Opravdu potřebujete v těhotenství listovku a další doplňky stravy?
Dnes 6:00

Video

Nechci být fanatik, a to v ničem, říká těhotná Andrea Růžičková

Další videa

f Facebook   ⓘ Instagram   👍 To se mi líbí

Očkování
Lékařka: Nemoci nejsou vymýcené, držíme je pod kontrolou očkováním
5. 10. 2019

Kojenec
Zahoďte tabulky a vyčkejte, až se dítě posadí samo. Vyplatí se to!
Dnes 10:44

Váš domov
Zapomeňte na figurky z dýní a vyrobte si opravdové podzimní dekorace
Dnes 9:29

MALL.CZ
PRVNÍ A JEDINÁ BEBA COMFORT HM-O
Beba Comfort 2 HM-O
299 Kč/ ks
při koupi 6 ks
Více zde

It is the second largest magazine website for parents in the Czech Republic, focusing primarily on future mothers and mothers of children under 6 years of age. Offers counseling and discussion groups. It uses a wide background of reliability from among renowned experts. It brings advice from other parents and specialized articles for all who care and love their children. Every year there is an event in the form of the choice of Mother of the Year, available at maminkaroku.maminka.cz

maminka

maminka ROKU 2019

Number of visits

946 005 RU/month

10 019 232 PV/month

303 096 RU/month - PC

711 263 RU/month - mobile d.

265 285 RU/month PC Home.

43 935 RU/month PC Work

946 005 | 711 263 | 303 096 | 265 285 | 43 935

RU TOTAL | RU PC | RU Mobile | RU PC Home | RU PC Work
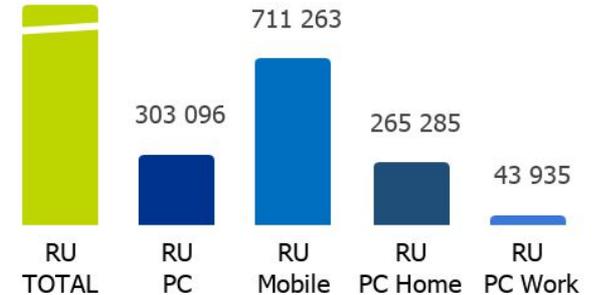
Sociodemography (PC):

Age 20 – 49: 50,0%

Schools: 68,0%

Salary over 25 000 Kč: 54,0%

Social Classification ABC: 69,0%

Reader structure (PC) by gender:

Men: 36,0%

Women: 64,0%

Sociodemography (Mobiles):

Age 20 – 49: 73,0%

Schools: 66,0%

Salary over 25 000 Kč: 53,0%

Social Classification ABC: 50,0%

Reader structure (Mobiles) by gender:

Men: 21,0%

Women: 79,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

mimibazar.cz

Number of visits

929 051 RU/month

17 705 305 PV/month

347 856 RU/month - PC

654 924 RU/month - mobile d.

312 948 RU/month PC Home.

50 246 RU/month PC Work

929 051 | 347 856 | 654 924 | 312 948 | 50 246
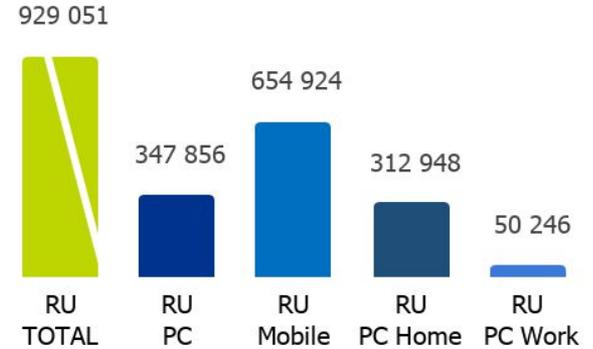RU TOTAL | RU PC | RU Mobile | RU PC Home | RU PC Work

The third largest community site focused on moms and pregnant women. In addition to the classic bazaar, you will find reviews, blogs, discussions, recipes and life experiences. Women are very active here and spend a lot of time here.

Sociodemography (PC):

Age 20 – 49: 60,0%

Schools: 59,0%

Salary over 25 000 Kč: 52,0%

Social Classification ABC: 69,0%

Reader structure (PC) by gender:

Men: 32,0%

Women: 68,0%

Sociodemography (Mobiles):

Age 20 – 49: 78,0%

Schools: 65,0%

Salary over 25 000 Kč: 62,0%

Social Classification ABC: 52,0%

Reader structure (Mobiles) by gender:

Men: 16,0%

Women: 84,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

Supermamy.cz website dedicated to pregnancy, parenting and partner relationships. Unlike Maminka.cz, there are women who have older children in pre-school age. You can also access the website through the Family section at bleskprozeny.cz

Number of visits

266 095 RU/month

5 375 160 PV/month

93 300 RU/month - PC

179 379 RU/month - mobile d.

81 612 RU/month PC Home.

15 574 RU/month PC Work
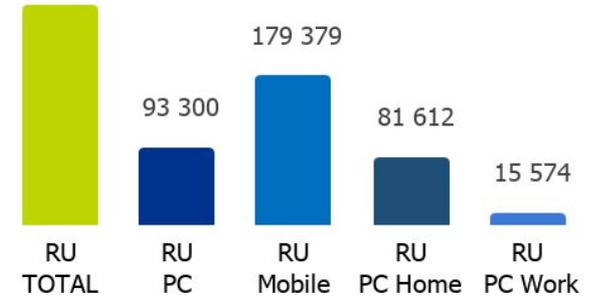
Sociodemography (PC):

Age 20 – 49: 48,0%

Schools: 65,0%

Salary over 25 000 Kč: 56,0%

Social Classification ABC: 67,0%

Reader structure (PC) by gender:

Men: 44,0%

Women: 56,0%

Sociodemography (Mobiles):

Age 20 – 49: 70,0%

Schools: 70,0%

Salary over 25 000 Kč: 50,0%

Social Classification ABC: 44,0%

Reader structure (Mobiles) by gender:

Men: 20,0%

Women: 80,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

Recepty.cz

Number of visits

2 065 999 RU/month

11 286 107 PV/month

730 591 RU/month - PC

1 583 766 RU/month - mobile d.

669 750 RU/month PC Home.

73 588 RU/month PC Work

One of the 3 largest community sites focused primarily on recipes. This cooking site contains more than twenty-eight thousand recipes from other readers. Culinary advice and tips are tied to our printed magazine F.O.O.D.
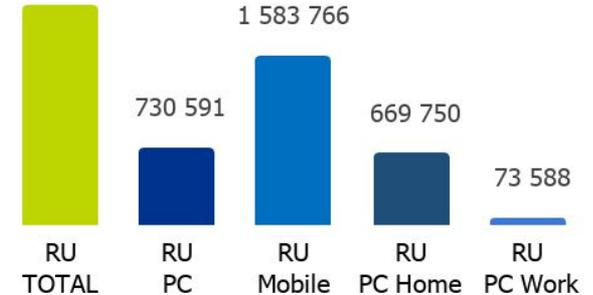
Sociodemography (PC):

Age 20 – 49: 53,0%

Schools: 55,0%

Salary over 25 000 Kč: 52,0%

Social Classification ABC: 64,0%

Reader structure (PC) by gender:

Men: 38,0%

Women: 62,0%

Sociodemography (Mobiles):

Age 20 – 49: 73,0%

Schools: 61,0%

Salary over 25 000 Kč: 58,0%

Social Classification ABC: 54,0%

Reader structure (Mobiles) by gender:

Men: 28,0%

Women: 72,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

F.O.O.D.

HOUBOVÁ NADÍLKA: JAK SPRÁVNĚ SUŠIT HOUBY, ABY NEZPLESNIVĚLY

Přinesli jste si z lesa košík plný hub, které nestačíte sníst čerstvé? Usušte je a schovejte na horší časy. Jistě v zimě oceníte, že si je můžete přidat do pořádné bramboračky, která vás zahřeje ...

VÍCE

MODIVO

NEW COLLECTION
ZJISTĚTE VÍCE

#PINKTOBER: KTERÁ RESTAURACE SE ZAPOJÍ DO BOJE S RAKOVINOU PRSU RŮŽOVÝM MENU A VE KTERÉ VYSTOUPÍ DIVOKEJ BILL

SIGOURNEY WEAVER SLAVÍ 70. NAROZENINY: PROČ SI ZMĚNILA JMÉNO A Z JAKÉHO FILMU TRPĚLA NOČNÍMI MŮRAMI?

Lifee.cz is one of the represented websites of the Czech News Center portfolio. It is a trendy lifestyle online magazine that brings inspiration from the worlds of gastronomy, housing, psychology and travel. It responds to current events and trends. It breaks the stereotype and likes to have beautiful themes with an emphasis on positive content.

Lifee.cz

Number of visits

1 403 322 RU/month

11 677 042 PV/month

724 940 RU/month - PC

884 243 RU/month - mobile d.

607 883 RU/month PC Home.

176 873 RU/month PC Work

RU TOTAL	RU PC	RU Mobile	RU PC Home	RU PC Work
1 403 322	724 940	884 243	607 883	176 873
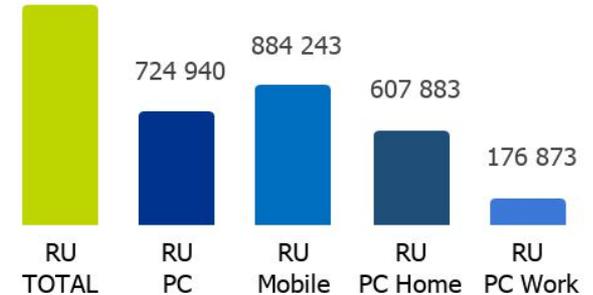
Sociodemography (PC):

Age 20 – 49: 45,0%

Schools: 63,0%

Salary over 25 000 Kč: 52,0%

Social Classification ABC: 68,0%

Reader structure (PC) by gender:

Men: 54,0%

Women: 46,0%

Sociodemography (Mobiles):

Age 20 – 49: 71,0%

Schools: 67,0%

Salary over 25 000 Kč: 60,0%

Social Classification ABC: 53,0%

Reader structure (Mobiles) by gender:

Men: 41,0%

Women: 59,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

MOJE ZDRAVÍ

Specialized website with instructions for physical and mental health and well-being. It will help the reader to identify the symptoms of the disease and inform them about the best treatment available. It helps in communication with doctors. It places great emphasis on a healthy lifestyle and prevention, and also deals with topics such as natural medicine, healthy weight loss or anti-aging.

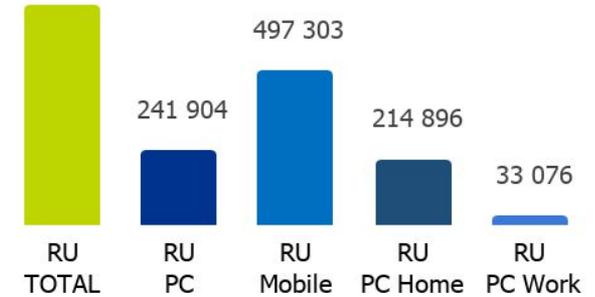**Number of visits**

711 724 RU/month

1 382 599 PV/month

241 904 RU/month - PC

497 303 RU/month - mobile d.

214 896 RU/month PC Home.

33 076 RU/month PC Work

RU TOTAL	RU PC	RU Mobile	RU PC Home	RU PC Work
711 724	241 904	497 303	214 896	33 076

Sociodemography (PC):

Age 20 – 49: 60,0%

Schools: 61,0%

Salary over 25 000 Kč: 56,0%

Social Classification ABC: 67,0%

Reader structure (PC) by gender:

Men: 44,0%

Women: 56,0%

Sociodemography (Mobiles):

Age 20 – 49: 75,0%

Schools: 65,0%

Salary over 25 000 Kč: 58,0%

Social Classification ABC: 50,0%

Reader structure (Mobiles) by gender:

Men: 25,0%

Women: 75,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

iSport.cz

Number of visits

1 435 661 RU/month

40 825 411 PV/month

549 548 RU/month - PC

1 127 520 RU/month - mobile d.

464 866 RU/month PC Home.

119 996 RU/month PC Work

iSport.cz is the second most visited sports website on the Czech internet. You will find comments, analyzes, online broadcasts, interviews, videos, detailed results service, fantasy leagues, plus authentic moments from the life of sports stars with whom the team is in daily contact. Everything can be found under the domain isport.blesk.cz or sportrevue.isport.blesk.cz. Active sportsmen can be found at isport.blesk.cz/isportlife and the web application app.superlife.cz.

Sociodemography (PC):

Age 20 – 49: 58,0%

Schools: 68,0%

Salary over 25 000 Kč: 61,0%

Social Classification ABC: 70,0%

Reader structure (PC) by gender:

Men: 70,0%

Women: 30,0%

Sociodemography (Mobiles):

Age 20 – 49: 66,0%

Schools: 64,0%

Salary over 25 000 Kč: 62,0%

Social Classification ABC: 55,0%

Reader structure (Mobiles) by gender:

Men: 67,0%

Women: 33,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

SPORTREVUE.CZ

Number of visits

289 844 RU/month

10 425 362 PV/month

131 641 RU/month - PC

171 673 RU/month - mobile d.

110 141 RU/month PC Home.

23 040 RU/month PC Work
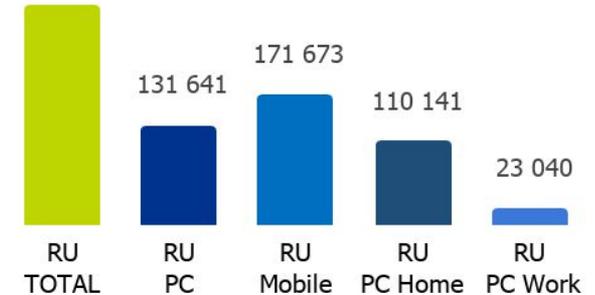
SportRevue.cz is a popular form of football and hockey. However, visitors to the site can also find information about other sports here. Emphasis is placed on quality photos and videos.
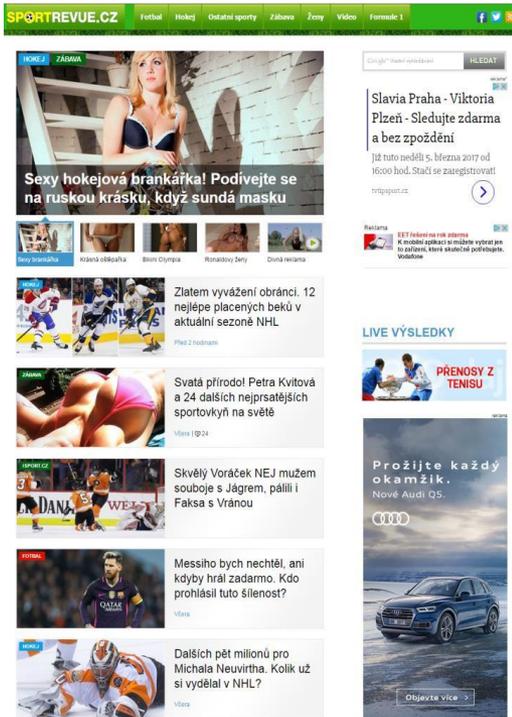
Sociodemography (PC):	**Sociodemography (Mobiles):**
Age 20 – 49: 58,0%	Age 20 – 49: 73,0%
Schools: 69,0%	Schools: 60,0%
Salary over 25 000 Kč: 63,0%	Salary over 25 000 Kč: 69,0%
Social Classification ABC: 75,0%	Social Classification ABC: 51,0%

Reader structure (PC) by gender:	**Reader structure (Mobiles) by gender:**
Men: 89,0%	Men: 94,0%
Women: 11,0%	Women: 6,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

hokej.cz

Number of visits

526 726 RU/month

8 141 827 PV/month

179 974 RU/month - PC

383 636 RU/month - mobile d.

152 947 RU/month PC Home.

37 916 RU/month PC Work
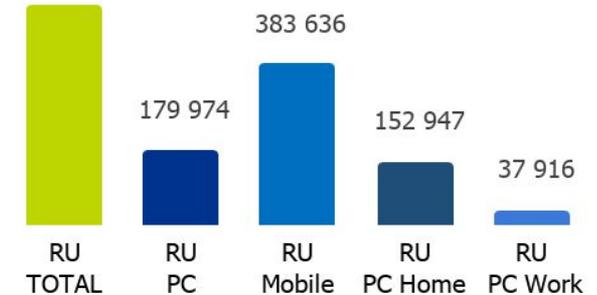
RU TOTAL	RU PC	RU Mobile	RU PC Home	RU PC Work
526 726	179 974	383 636	152 947	37 916

Sociodemography (PC):	**Sociodemography (Mobiles):**
Age 20 – 49: 67,0%	Age 20 – 49: 76,0%
Schools: 64,0%	Schools: 60,0%
Salary over 25 000 Kč: 63,0%	Salary over 25 000 Kč: 68,0%
Social Classification ABC: 73,0%	Social Classification ABC: 48,0%

Reader structure (PC) by gender:	**Reader structure (Mobiles) by gender:**
Men: 79,0%	Men: 78,0%
Women: 21,0%	Women: 22,0%

Official website of Czech hockey. It focuses on news from national events and all domestic competitions, including youth. In addition to the complete program, online broadcasts, results and statistics, you can also find live broadcasts and excerpts from Tipsport Extraliga within the Hokejka.cz project. Web traffic is seasonal sensitive.

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020
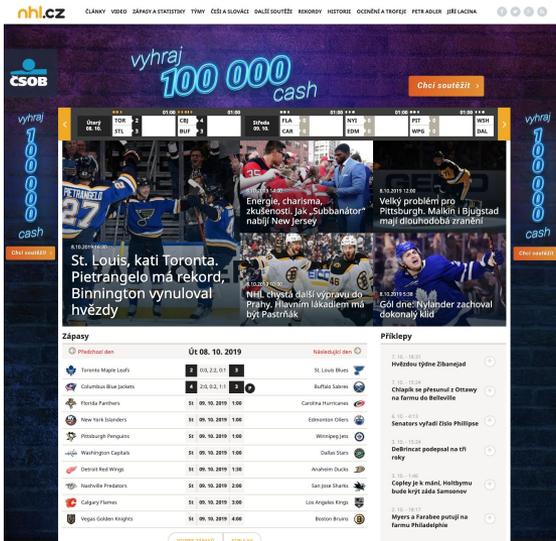
Part of the website Hokej.cz is a section dedicated to the best hockey league in the world NHL. Besides the latest news, online broadcasts and full scores service, you can find detailed official statistics of the competition here.

nhl.cz

Number of visits

173 633 RU/month

3 127 376 PV/month

49 021 RU/month - PC

130 588 RU/month - mobile d.

34 546 RU/month PC Home.

16 172 RU/month PC Work
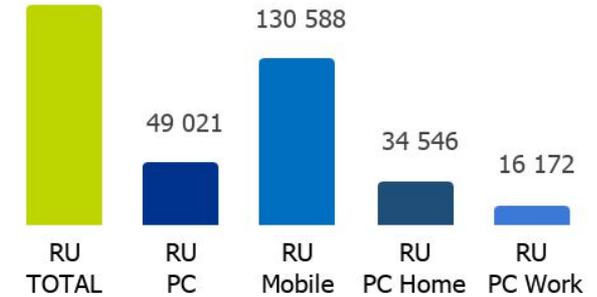
Sociodemography (PC):

Age 20 – 49: 77,0%

Schools: 73,0%

Salary over 25 000 Kč: 68,0%

Social Classification ABC: 78,0%

Reader structure (PC) by gender:

Men: 92,0%

Women: 8,0%

Sociodemography (Mobiles):

Age 20 – 49: 82,0%

Schools: 60,0%

Salary over 25 000 Kč: 74,0%

Social Classification ABC: 46,0%

Reader structure (Mobiles) by gender:

Men: 85,0%

Women: 15,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020
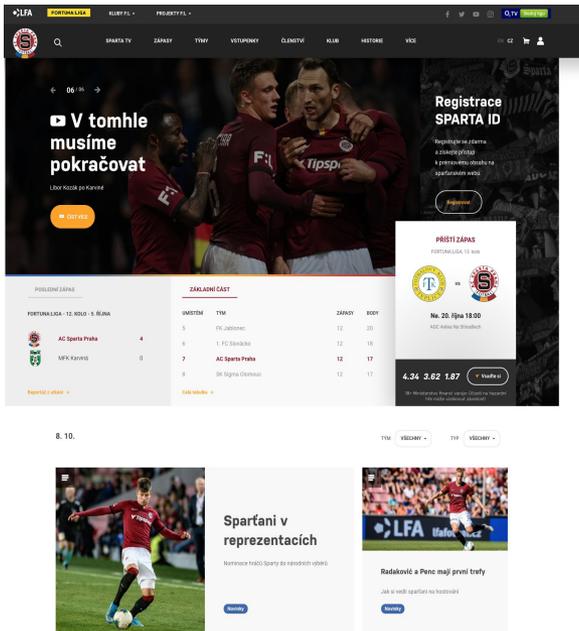
Sparta.cz is the official website of the football club AC Sparta Prague. This club has long been the most important and in the sports field one of the most successful clubs of Czech football. For more than 120 years of its existence, it has achieved success both in domestic competitions and on the international football scene.

Number of visits

97 107 RU/month

403 481 PV/month

36 983 RU/month - PC

61 950 RU/month - mobile d.

31 307 RU/month PC Home.

6 876 RU/month PC Work

RU TOTAL	RU PC	RU Mobile	RU PC Home	RU PC Work
97 107	36 983	61 950	31 307	6 876
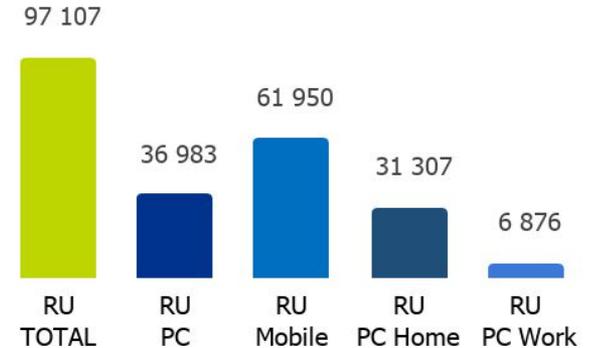
Sociodemography (PC):

Age 20 – 49: 75,0%

Schools: 63,0%

Salary over 25 000 Kč: 72,0%

Social Classification ABC: 67,0%

Reader structure (PC) by gender:

Men: 77,0%

Women: 23,0%

Sociodemography (Mobiles):

Age 20 – 49: 74,0%

Schools: 61,0%

Salary over 25 000 Kč: 72,0%

Social Classification ABC: 59,0%

Reader structure (Mobiles) by gender:

Men: 95,0%

Women: 5,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

AUTO.CZ

Number of visits

1 006 562 RU/month

28 906 781 PV/month

412 042 RU/month - PC

762 383 RU/month - mobile d.

344 122 RU/month PC Home.

85 947 RU/month PC Work

1 006 562

762 383

412 042

344 122

85 947

| RU TOTAL | RU PC | RU Mobile | RU PC Home | RU PC Work |

The third largest domestic automotive website. In addition to expert tests, Auto.cz also contains extensive photo galleries of new models, video reviews and of course the latest news. A strong community of readers create their own content in the form of blogs, discussions or continually updated car profiles. Within the website you will find various specialized sections such as f1sport.auto.cz, bazar.auto.cz, or moje.auto.cz.

Sociodemography (PC):

Age 20 – 49: 66,0%

Schools: 61,0%

Salary over 25 000 Kč: 61,0%

Social Classification ABC: 74,0%

Reader structure (PC) by gender:

Men: 82,0%

Women: 18,0%

Sociodemography (Mobiles):

Age 20 – 49: 69,0%

Schools: 61,0%

Salary over 25 000 Kč: 66,0%

Social Classification ABC: 58,0%

Reader structure (Mobiles) by gender:

Men: 77,0%

Women: 23,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020
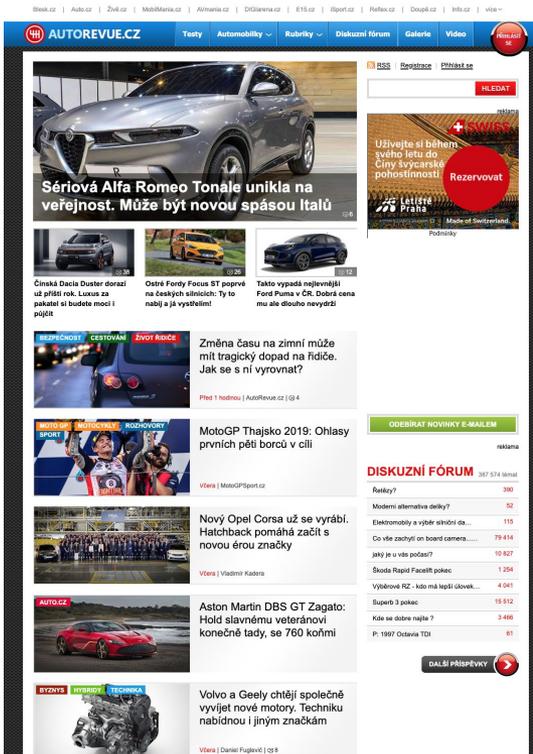
One of the four largest internet journals about cars and drivers. It was founded in 2001. Readers can find here daily news, detailed tests and journalistic articles. They have a very active discussion forum and photo gallery where they can put their own pictures of cars. The site also includes a section dedicated to motogpsport.autorevue.cz.

AUTOREVUE.CZ

Number of visits

526 319 RU/month

9 622 692 PV/month

217 391 RU/month - PC

355 070 RU/month - mobile d.

179 683 RU/month PC Home.

44 871 RU/month PC Work
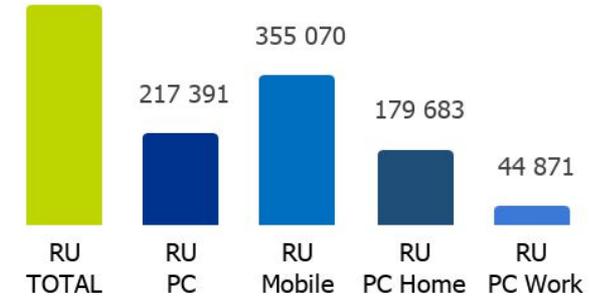
Sociodemography (PC):

Age 20 – 49: 58,0%

Schools: 62,0%

Salary over 25 000 Kč: 62,0%

Social Classification ABC: 72,0%

Reader structure (PC) by gender:

Men: 81,0%

Women: 19,0%

Sociodemography (Mobiles):

Age 20 – 49: 68,0%

Schools: 66,0%

Salary over 25 000 Kč: 66,0%

Social Classification ABC: 57,0%

Reader structure (Mobiles) by gender:

Men: 82,0%

Women: 18,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

živě
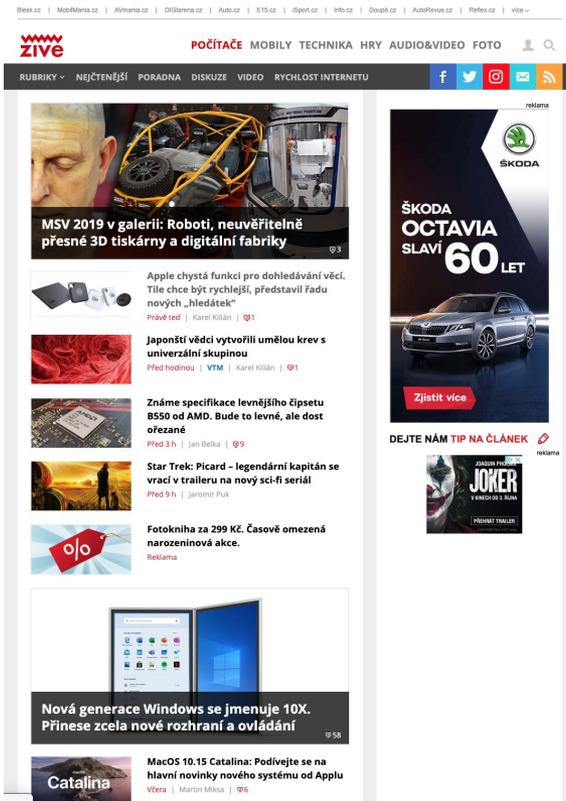
The largest online IT server with mobile and digital technology on the Czech market. This web journal keeps track of current developments in the field of computer technology, new trends and has a wide range of professional collaborators. In addition, it offers a computer consulting room, a discussion forum and other services. It also includes specialized sections such as DIGIarena, Avmania, Lair or Connect

Number of visits

2 012 961 RU/month

27 202 009 PV/month

1 132 541 RU/month - PC

1 196 219 RU/month - mobile d.

994 164 RU/month PC Home.

190 596 RU/month PC Work

RU TOTAL	RU PC	RU Mobile	RU PC Home	RU PC Work
2 012 961	1 132 541	1 196 219	994 164	190 596
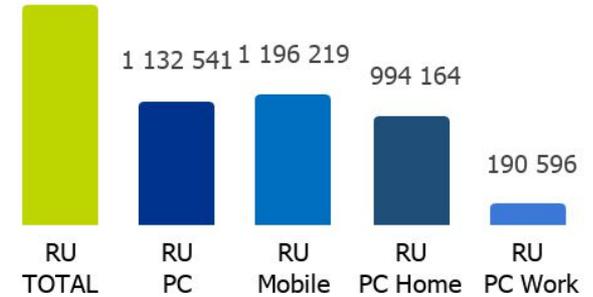
Sociodemography (PC):

Age 20 – 49: 59,0%

Schools: 58,0%

Salary over 25 000 Kč: 54,0%

Social Classification ABC: 66,0%

Sociodemography (Mobiles):

Age 20 – 49: 66,0%

Schools: 60,0%

Salary over 25 000 Kč: 58,0%

Social Classification ABC: 52,0%

Reader structure (PC) by gender:

Men: 70,0%

Women: 30,0%

Reader structure (Mobiles) by gender:

Men: 61,0%

Women: 39,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

mobil mania.cz
o mobilech víme vše

Number of visits

1 208 357 RU/month

10 443 312 PV/month

548 346 RU/month - PC

782 274 RU/month - mobile d.

463 827 RU/month PC Home.

101 059 RU/month PC Work

Web journal focused on mobile phones and telephoning. It contains an extensive catalog of mobile phones and offers a popular community discussion forum. You can also find the website as a section on Zive.cz.

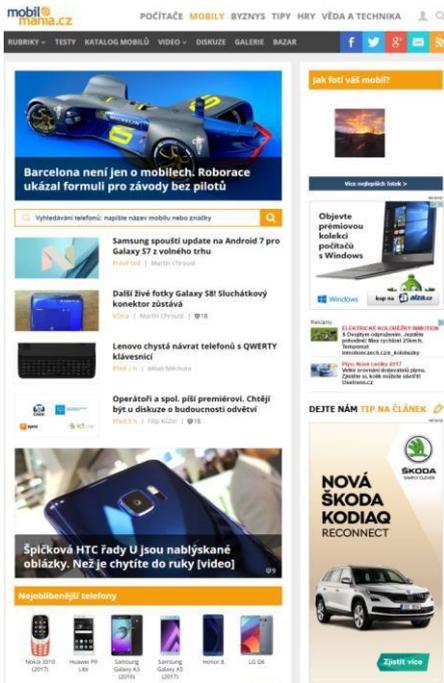|	
Sociodemography (PC):	**Sociodemography (Mobiles):**
Age 20 – 49: 56,0%	Age 20 – 49: 70,0%
Schools: 57,0%	Schools: 59,0%
Salary over 25 000 Kč: 58,0%	Salary over 25 000 Kč: 62,0%
Social Classification ABC: 67,0%	Social Classification ABC: 54,0%
Reader structure (PC) by gender:	**Reader structure (Mobiles) by gender:**
Men: 65,0%	Men: 63,0%
Women: 35,0%	Women: 37,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

AVmania.cz

Number of visits

379 415 RU/month

7 007 321 PV/month

188 740 RU/month - PC

205 677 RU/month - mobile d.

162 614 RU/month PC Home.

32 397 RU/month PC Work

AVmánia was founded in 2007 and is dedicated to consumer electronics in the field of audio and video. It provides readers with news in the segment of televisions, digital television, home theater, video cameras, players, speakers and other hi-fi fields. In the AVmania forum, in addition to discussions, there are user reviews, and the AV gallery is part of the website.
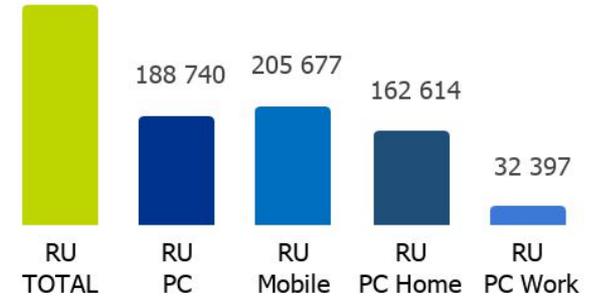
Sociodemography (PC):

Age 20 – 49: 54,0%

Schools: 65,0%

Salary over 25 000 Kč: 58,0%

Social Classification ABC: 68,0%

Reader structure (PC) by gender:

Men: 81,0%

Women: 19,0%

Sociodemography (Mobiles):

Age 20 – 49: 63,0%

Schools: 60,0%

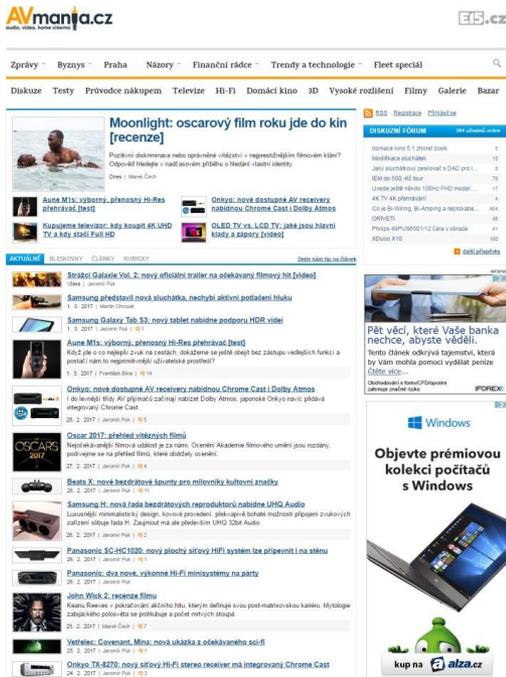Salary over 25 000 Kč: 61,0%

Social Classification ABC: 51,0%

Reader structure (Mobiles) by gender:

Men: 65,0%

Women: 35,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

DIGIarena.cz

Number of visits

110 382 RU/month

1 535 549 PV/month

56 205 RU/month - PC

57 825 RU/month - mobile d.

48 846 RU/month PC Home.

8 253 RU/month PC Work

DIGIaréna is an online magazine that has been dedicated to digital photography since 2004. Publishes news, detailed tests, tutorials, tips and tricks for photographers. Users can present and rate their photos in a gallery or discuss in a forum.
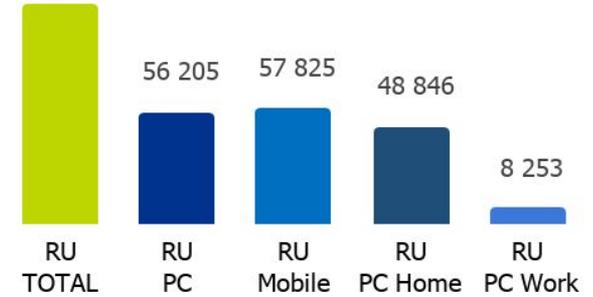
Sociodemography (PC):

Age 20 – 49: 55,0%

Schools: 62,0%

Salary over 25 000 Kč: 70,0%

Social Classification ABC: 69,0%

Reader structure (PC) by gender:

Men: 80,0%

Women: 20,0%

Sociodemography (Mobiles):

Age 20 – 49: 76,0%

Schools: 77,0%

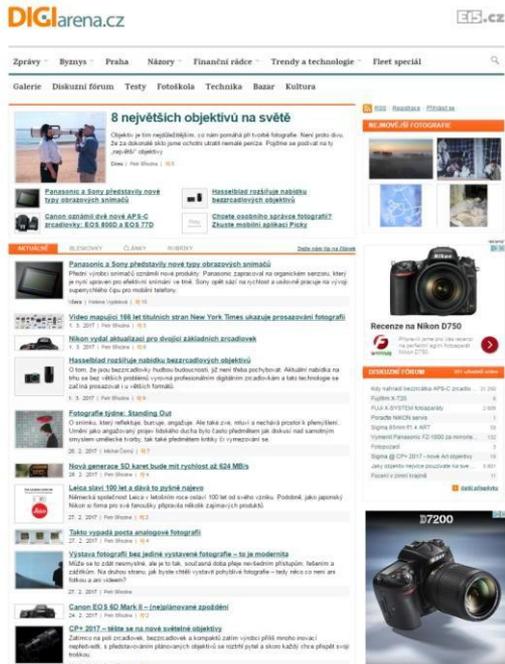Salary over 25 000 Kč: 79,0%

Social Classification ABC: 55,0%

Reader structure (Mobiles) by gender:

Men: 92,0%

Women: 8,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020
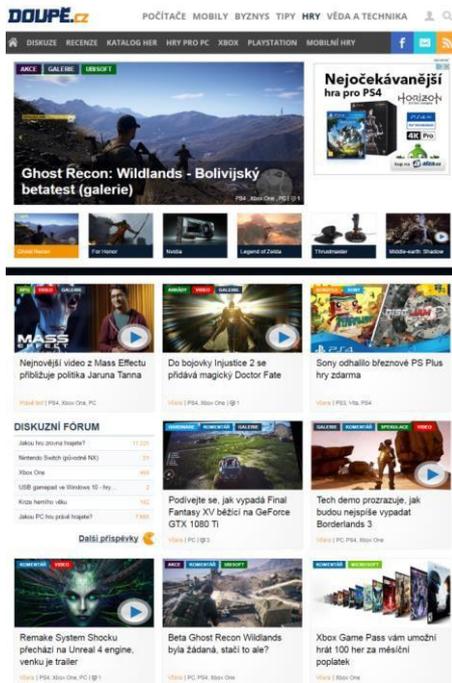
It brings daily fresh articles on computer games for all platforms: PC, Nintendo, Xbox, Playstation. There is also an extensive catalog of games and an active readers discussion forum. Web is part of Zive.cz

Number of visits

148 034 RU/month

1 225 969 PV/month

78 237 RU/month - PC

86 989 RU/month - mobile d.

69 003 RU/month PC Home.

14 311 RU/month PC Work

RU TOTAL	RU PC	RU Mobile	RU PC Home	RU PC Work
148 034	78 237	86 989	69 003	14 311
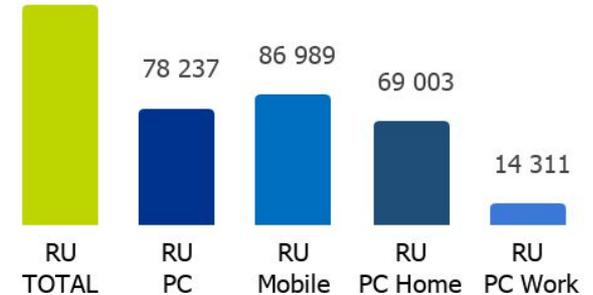
Sociodemography (PC):

Age 20 – 49: 78,0%

Schools: 60,0%

Salary over 25 000 Kč: 58,0%

Social Classification ABC: 73,0%

Reader structure (PC) by gender:

Men: 85,0%

Women: 15,0%

Sociodemography (Mobiles):

Age 20 – 49: 89,0%

Schools: 61,0%

Salary over 25 000 Kč: 61,0%

Social Classification ABC: 60,0%

Reader structure (Mobiles) by gender:

Men: 81,0%

Women: 19,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

CONNECT!

Connect.cz is intended for demanding readers from the ranks of managers of technology companies, administrators or IT specialists. It provides practical information about professional IT, reports from technology companies and interviews with people in the industry. Currently you can find the web as a section on Zive.cz

CONNECT!

**Number of visits**

63 251 RU/month

214 534 PV/month

35 314 RU/month - PC

29 191 RU/month - mobile d.

22 535 RU/month PC Home.

14 740 RU/month PC Work
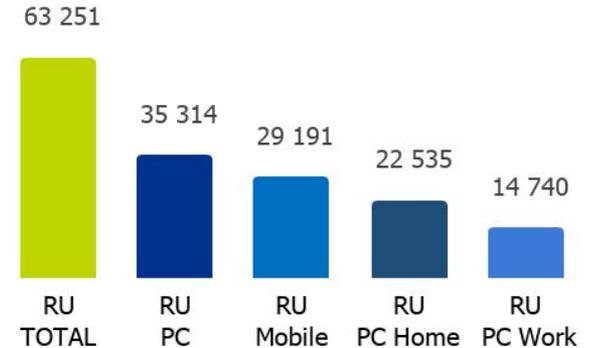
Sociodemography (PC):

Age 20 – 49: 78,0%

Schools: 87,0%

Salary over 25 000 Kč: 74,0%

Social Classification ABC: 79,0%

Reader structure (PC) by gender:

Men: 87,0%

Women: 13,0%

Sociodemography (Mobiles):

Age 20 – 49: 64,0%

Schools: 88,0%

Salary over 25 000 Kč: 86,0%

Social Classification ABC: 29,0%

Reader structure (Mobiles) by gender:

Men: 89,0%

Women: 11,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

ABECEDAZAHRADYABYDLENÍ
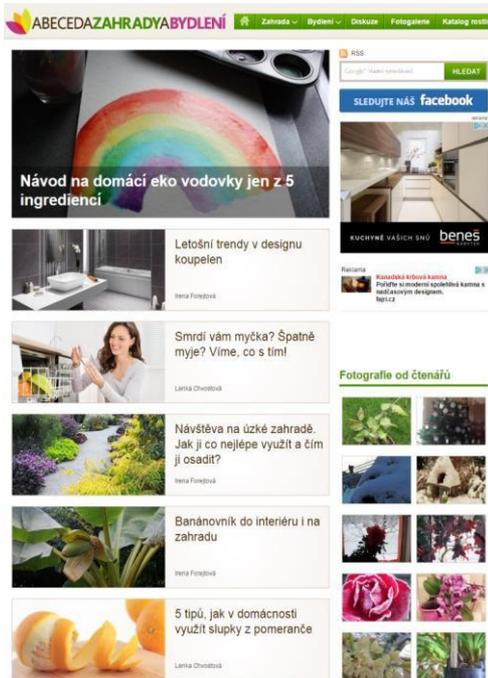
Abecedazahrady.cz is a website for all lovers of the trends of garden and modern living, which since 2004 every day brings readers useful and modern ideas, advice, tips and procedures such as "how to".

Number of visits

414 333 RU/month

2 000 546 PV/month

174 661 RU/month - PC

254 314 RU/month - mobile d.

152 268 RU/month PC Home.

23 083 RU/month PC Work
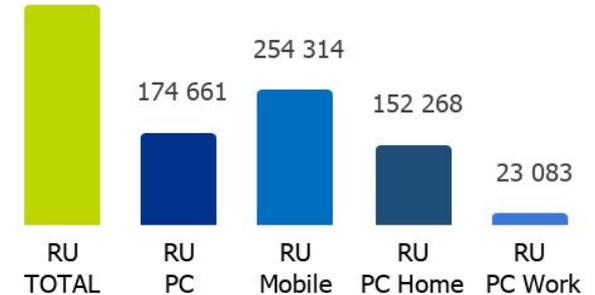
Sociodemography (PC):

Age 20 – 49: 49,0%

Schools: 71,0%

Salary over 25 000 Kč: 58,0%

Social Classification ABC: 64,0%

Reader structure (PC) by gender:

Men: 44,0%

Women: 56,0%

Sociodemography (Mobiles):

Age 20 – 49: 67,0%

Schools: 64,0%

Salary over 25 000 Kč: 59,0%

Social Classification ABC: 53,0%

Reader structure (Mobiles) by gender:

Men: 41,0%

Women: 59,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

BLESK.CZ
Síla na vaší straně

BYDLENÍ

Number of visits

286 122 RU/month

2 058 839 PV/month

105 025 RU/month - PC

186 534 RU/month - mobile d.

90 142 RU/month PC Home.

15 919 RU/month PC Work
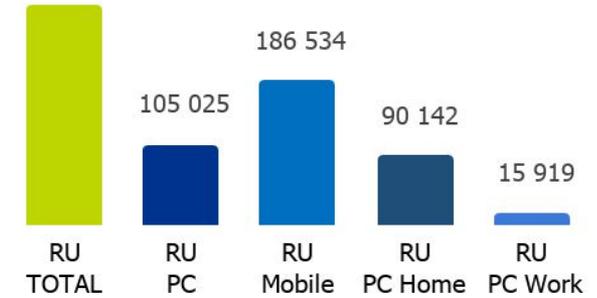
Blesk Bydlení is a section of Blesk.cz, which advises on the furnishing of the interior, provides advice and tips on building a house, inspires in design and also lovers of flowers and greenery.

Sociodemography (PC):

Age 20 – 49: 49,0%

Schools: 74,0%

Salary over 25 000 Kč: 51,0%

Social Classification ABC: 62,0%

Reader structure (PC) by gender:

Men: 34,0%

Women: 66,0%

Sociodemography (PC):

Age 20 – 49: 49,0%

Schools: 74,0%

Salary over 25 000 Kč: 51,0%

Social Classification ABC: 62,0%

Reader structure (Mobiles) by gender:

Men: 19,0%

Women: 81,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

VIDEO: Holky, chcete mít zadek jako Ewa Farna? Víme, jak na to!

Since March 2013 Extra.cz brings clear entertaining news about Czech and foreign show business. Since its foundation, it has been the second most read tabloid website in the Czech Republic. Every day, it offers readers new information about relationships, embarrassing and emotions of Czech and foreign prominents. Many well-known personalities regularly contribute to the web.

eXtra.cz

Number of visits

4 329 512 RU/month

144 324 636 PV/month

2 168 811 RU/month - PC

3 339 147 RU/month - mobile d.

1 899 342 RU/month PC Home.

498 706 RU/month PC Work

RU TOTAL	RU PC	RU Mobile	RU PC Home	RU PC Work
4 329 512	2 168 811	3 339 147	1 899 342	498 706
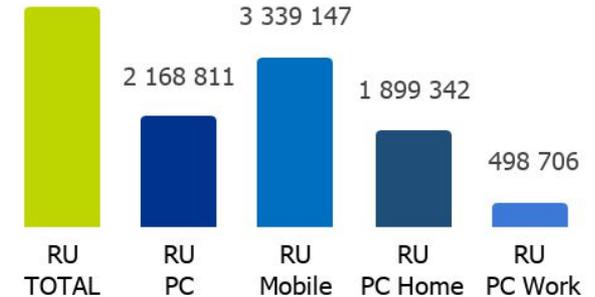
Sociodemography (PC):

Age 20 – 49: 52,0%

Schools: 62,0%

Salary over 25 000 Kč: 53,0%

Social Classification ABC: 66,0%

Sociodemography (Mobiles):

Age 20 – 49: 69,0%

Schools: 63,0%

Salary over 25 000 Kč: 58,0%

Social Classification ABC: 56,0%

Reader structure (PC) by gender:

Men: 50,0%

Women: 50,0%

Reader structure (Mobiles) by gender:

Men: 46,0%

Women: 54,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

News from the society live and spicy information from the world of show business. Part of Aha! is Aha! for women who develop the content of Aha! for women weekly - the story of readers, NÁPADník, health and relaxation, recipes, VIP world, relationship advisor, etc.

Number of visits

1 876 614 RU/month

31 767 676 PV/month

528 395 RU/month - PC

1 551 070 RU/month - mobile d.

459 442 RU/month PC Home.

90 654 RU/month PC Work
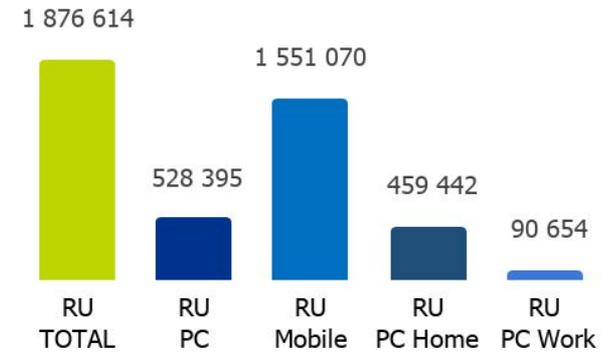
Sociodemography (PC):

Age 20 – 49: 47,0%

Schools: 66,0%

Salary over 25 000 Kč: 53,0%

Social Classification ABC: 66,0%

Reader structure (PC) by gender:

Men: 43,0%

Women: 57,0%

Sociodemography (Mobiles):

Age 20 – 49: 62,0%

Schools: 63,0%

Salary over 25 000 Kč: 58,0%

Social Classification ABC: 53,0%

Reader structure (Mobiles) by gender:

Men: 41,0%

Women: 59,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020
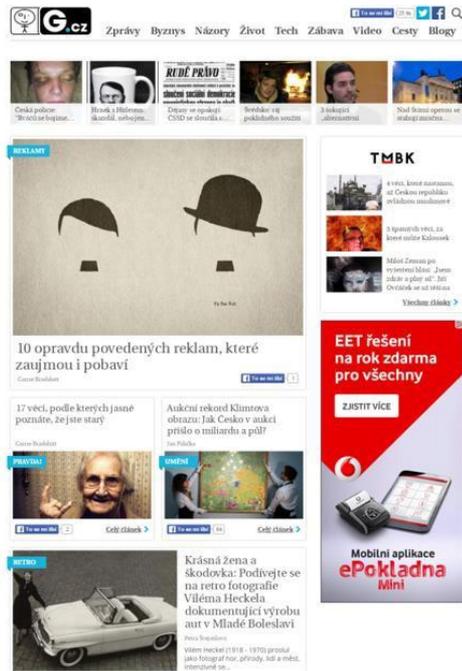
G.cz is a social, cleverly entertaining magazine designed to drive boredom out of the office and want to be content positive. Content works in an entertaining way with video content, processing information related to news in the world of science and technology or art.

Number of visits

1 422 091 RU/month

7 574 700 PV/month

524 484 RU/month - PC

1 042 604 RU/month - mobile d.

449 467 RU/month PC Home.

107 478 RU/month PC Work

1 422 091	524 484	1 042 604	449 467	107 478
RU TOTAL	RU PC	RU Mobile	RU PC Home	RU PC Work

Sociodemography (PC):

Age 20 – 49: 47,0%

Schools: 64,0%

Salary over 25 000 Kč: 51,0%

Social Classification ABC: 64,0%

Sociodemography (Mobiles):

Age 20 – 49: 74,0%

Schools: 67,0%

Salary over 25 000 Kč: 61,0%

Social Classification ABC: 53,0%

Reader structure (PC) by gender:
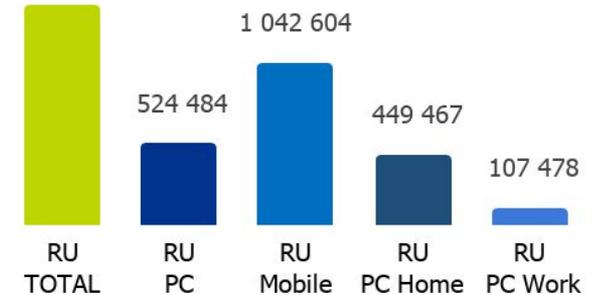
Men: 49,0%

Women: 51,0%

Reader structure (Mobiles) by gender:

Men: 49,0%

Women: 51,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

Orbion.cz

An independent travel portal, a large part of which is the very input of travelers and users. It offers a detailed description of 240 countries from around the world, ie over 2000 destinations, hotel reviews, travel books and a discussion forum.

Number of visits

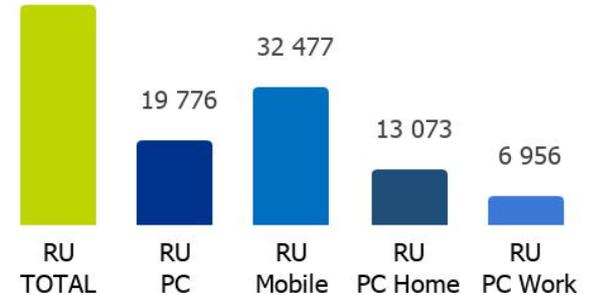**51 806 RU/month**

164 964 PV/month

19 776 RU/month - PC

32 477 RU/month - mobile d.

13 073 RU/month PC Home.

6 956 RU/month PC Work

Sociodemography (PC):	**Sociodemography (Mobiles):**
Age 20 – 49: 37,0%	Age 20 – 49: 78,0%
Schools: 73,0%	Schools: 43,0%
Salary over 25 000 Kč: 46,0%	Salary over 25 000 Kč: 44,0%
Social Classification ABC: 75,0%	Social Classification ABC: 44,0%
Reader structure (PC) by gender:	**Reader structure (Mobiles) by gender:**
Men: 25,0%	Men: 87,0%
Women: 75,0%	Women: 13,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

LIDÉ A ZEMĚ

Lidé a Země is a geographic and travel site that offers travel updates. Tips and interesting things from the world, travelogues and interesting photo reports. It is clearly divided across continents: Europe, Asia, North America, South America, Australia and Oceania. The website is included in the Czech News Center group as a section in Reflex - reflex.cz/lideazeme

Number of visits

40 654 RU/month

279 764 PV/month

25 363 RU/month - PC

15 988 RU/month - mobile d.

21 759 RU/month PC Home.

-
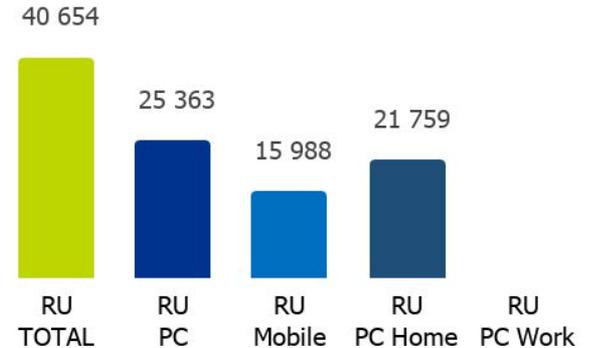
Sociodemography (PC):

Age 20 – 49: 47,0%

Schools: 79,0%

Salary over 25 000 Kč: 61,0%

Social Classification ABC: 66,0%

Reader structure (PC) by gender:

Men: 62,0%

Women: 38,0%

Sociodemography (Mobiles):

Age 20 – 49: 56,0%

Schools: 67,0%

Salary over 25 000 Kč: 49,0%

Social Classification ABC: 61,0%

Reader structure (Mobiles) by gender:

Men: 22,0%

Women: 78,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

HledejCeny.cz was founded in 2006 as one of the first product comparators in the Czech Republic and is now one of the largest players in this segment. On the web you can compare goods from more than 1500 online stores. HledejCeny.cz is one of the few comparators that provide goods filtering, offer the nearest physical store or provide information on the price, including shipping.

Number of visits

141 332 RU/month

415 338 PV/month

86 345 RU/month - PC

56 092 RU/month - mobile d.

78 564 RU/month PC Home.

8 123 RU/month PC Work
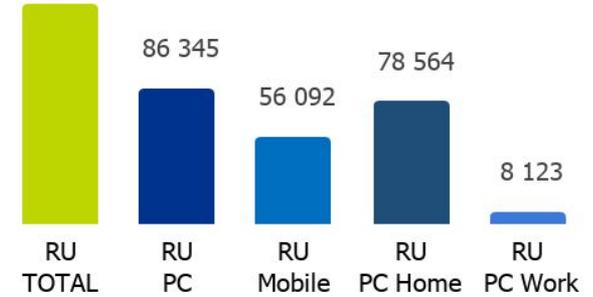
Sociodemography (PC):

Age 20 – 49: 46,0%

Schools: 52,0%

Salary over 25 000 Kč: 55,0%

Social Classification ABC: 64,0%

Reader structure (PC) by gender:

Men: 54,0%

Women: 46,0%

Sociodemography (Mobiles):

Age 20 – 49: 61,0%

Schools: 51,0%

Salary over 25 000 Kč: 48,0%

Social Classification ABC: 55,0%

Reader structure (Mobiles) by gender:

Men: 40,0%

Women: 60,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

Web magazine for children from 10 to 15 years.

Number of visits

151 835 RU/month

336 401 PV/month

64 123 RU/month - PC

90 171 RU/month - mobile d.

56 262 RU/month PC Home.

8 113 RU/month PC Work

RU TOTAL	RU PC	RU Mobile	RU PC Home	RU PC Work
151 835	64 123	90 171	56 262	8 113
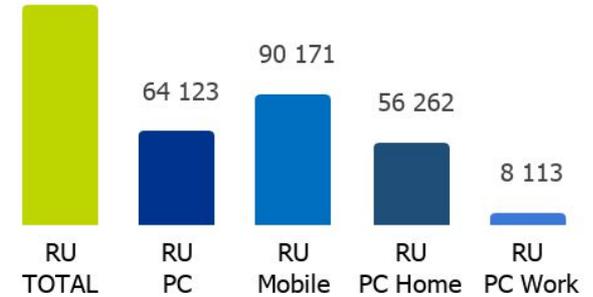
Sociodemography (PC):

Age 20 – 49: 54,0%

Schools: 58,0%

Salary over 25 000 Kč: 45,0%

Social Classification ABC: 56,0%

Reader structure (PC) by gender:

Men: 64,0%

Women: 36,0%

Sociodemography (Mobiles):

Age 20 – 49: 47,0%

Schools: 38,0%

Salary over 25 000 Kč: 48,0%

Social Classification ABC: 47,0%

Reader structure (Mobiles) by gender:

Men: 67,0%

Women: 33,0%

* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

Advertising combination CNC FLOATING

Common users
RU (TOTAL) 7 602 272

WEB	RU month	WEB	RU month	WEB	RU month	WEB	RU month
ahaonline.cz	1 876 614	DIGIarena.cz	110 382	orbion.cz	51 806	Blesk.cz - iSport	1 435 661
auto.cz	1 006 562	Doupě	148 034	recepty.cz	2 065 999	Reflex.cz - Lidé a země	40 654
autorevue.cz	526 319	e15.cz	1 546 519	reflex.cz	3 182 501	lifee.cz	1 403 322
AVmania.cz	379 415	extra.cz	4 329 512	sportrevue.cz	289 844	maminka.cz	946 005
blesk.cz	4 357 806	extrastory.cz	1 090 474	Maminka.cz - Supermámy	266 095	mojezdravi.cz	711 724
Blesk pro ženy	1 424 195	extralife.cz	274 202	zeny.cz	509 736	mobilmania.cz	1 208 357
Connect.cz	63 251	g.cz	1 422 091	zive.cz	2 012 961	nhl.cz	173 633
dama.cz	1 202 826	onetv.cz	162 819	info.cz	2 168 616		

* Web is not measured separately in NetMonitor

Advertising combination CNC MEN

Affinity men: 115
RU (TOTAL) 4 046 498

Blesk.cz - iSport	Auto.cz	Autorevue.cz	Reflex.cz	Mzone.cz*
Affinity 143	Affinity 167	Affinity 173	Affinity 107	
RU CZE 1 435 661	RU CZE 1 006 562	RU CZE 526 319	RU CZE 3 182 501	

Sportrevue.cz*	Extrastory.cz	Doupě	Bleskpromuže.cz*	Nhl.cz
	Affinity 124	Affinity 172		Affinity 184
RU CZE 289 844	RU CZE 1 090 474	RU CZE 148 034		RU CZE 173 633

* Web is not measured separately in NetMonitor

Advertising combination CNC WOMEN

Affinity women: 109
RU (TOTAL) 5 171 445

Mojezdravi.cz Affinity 146 RU CZE 711 724	Blesk.cz - Celebrity Affinity 122 RU CZE 2 305 632	Extra.cz Affinity 110 RU CZE 4 329 512	Recepty.cz Affinity 142 RU CZE 2 065 999	Lifee.cz Affinity 114 RU CZE 1 403 322	Blesk pro ženy Affinity 143 RU CZE 1 424 195	Ahaonline.cz Affinity 123 RU CZE 1 876 614

Mimibazar.cz Affinity 166 RU CZE 929 051	Dama.cz Affinity 135 RU CZE 1 202 826	G.cz Affinity 109 RU CZE 1 422 091	Maminka.cz Affinity 156 RU CZE 946 005	Supermamy.cz*	Fitweb.cz*	Zeny.cz Affinity 164 RU CZE 509 736

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 3/2020

* Web is not measured separately in NetMonitor

Advertising combination CNC NEWS

Affinity: 18-50 age, Schools: 115
RU (TOTAL) 4 461 793

Blesk.cz - Zprávy
Affinity 113
RU CZE 3 057 881

E15.cz
Affinity 126
RU CZE 1 546 519

Reflex.cz
Affinity 119
RU CZE 3 182 501

Info.cz
Affinity 115
RU CZE 2 168 616

* Web is not measured separately in NetMonitor

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